MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

MLS 2113 – SEMIOTIC STUDIES

(All sections / Groups)

16 OCTOBER 2017
9.00 AM - 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 including this cover page with 6 questions only.
2. Answer **ALL** questions from Section **A**. **ONE** question from Section **B** and only **ONE** question from Section **C**. All questions carry equal marks.
3. Please write all your answers in the answer booklet provided.

Section A: ***Answer both questions.***
Answer the questions and print your answers clearly in the answer booklet. Always define keywords and provide examples to elaborate your discussion.

SECTION A

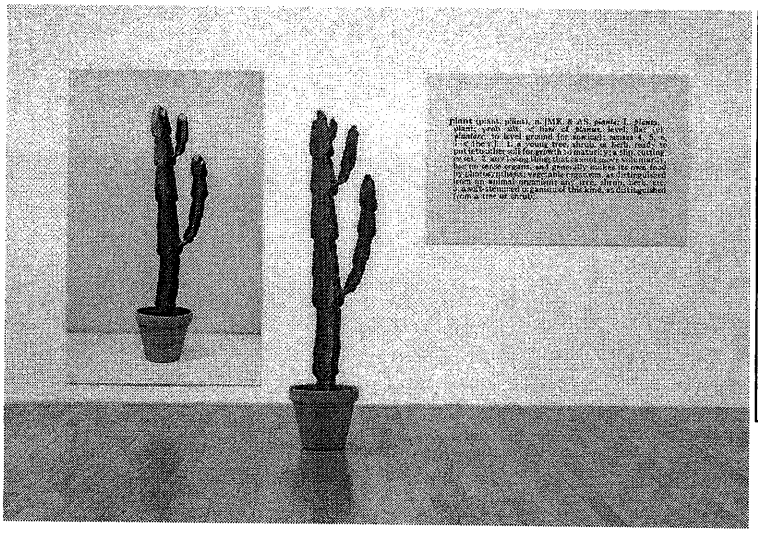
Question 1

The viewer of cinema is characterised as being caught within the "patriarchal order" and in accordance with a certain feminist identity politics, postulates an "alienated subject" that exists prior to the establishment of such an order. It is to the possibility of this romantic individual and his or her liberation from that order that the essay is addressed. Mulvey explains that Hollywood, and crucially its visual style, is to a large extent dedicated to the "skilled and satisfying manipulation of visual pleasure".

The above paragraph is taken from an analysis of Laura Mulvey's book entitled, 'Visual and Other Pleasures'. There is an explanation for the term 'The Male Gaze'. Explain what Mulvey meant by the Male Gaze.

(10 Marks)

Question 2



"*One and Three Plants*, 1965, by Joseph Kosuth.

An example of conceptual art, the piece consists of a plant, a photograph of the plant, and an enlarged dictionary definition of the word "plant". The photograph depicts the plant as it is installed in the room, and thus the work changes each time it is installed in a new venue."

Discuss the above work of Joseph Kosuth using the semiotic concepts of Charles S. Peirce, i.e. Icon, Index and Symbols.

(10 Marks)

Continued .....

*Section B: Answer **only ONE(1) of the following two(2)** questions.*
Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

SECTION B

Question 1

Peirce's Sign Theory, or Semiotic, is an account of signification, representation, reference and meaning. Although sign theories have a long history, Peirce's accounts are distinctive and innovative for their breadth and complexity, and for capturing the importance of interpretation to signification. For Peirce, developing a thoroughgoing theory of signs was a central philosophical and intellectual preoccupation and consisted of three kinds of signs:

I. the ICON,
II. the INDEX and
III. the SYMBOL

Define and explain all of them and include examples relevant today.

(10 Marks)

Question 2

In *Mythologies*, Roland Barthes examines the tendency of contemporary social value systems to create modern myths. He looks at the semiology of myth creation, updating Saussure's system of sign analysis by adding a second level, where signs are elevated to the level of myth. At the beginning, he establishes that "myth is a system of communication, that it is a message". Also, "it is a mode of signification, a form." For Barthes ideology, which functions by linguistically robbing a signifier, denying its complex relationship to the system of signs, which means denying the place of the signifier and turning it to something universal by impoverishing the sign so, "as a form of speech", mythology "naturalises" things.

I. Define what 'myth' means, according to Barthes.

II. Based on the paragraph above, discuss if Barthes' theory on how mythology works is still relevant for today. Your answer should include appropriate rationale and examples where needed.

(10 Marks)

Continued .....

*Section C: Answer **only ONE(1) of the following Two(2)** questions.*
Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

SECTION C

Question 1

Based on the study of semiotics, describe the traditional symbolic meanings of the four colours provided below, and also write how you perceive them, justifying your views with suitable examples.

I. Example: White is considered to be a symbol of purity.
(Give at least 2 more symbolisms for the white colour)

II. Example: Pink symbolises femininity.
(Give at least 2 more symbolism for the pink colour)

III. Example: Blue represents cool.
(Give at least 2 more symbolism for the blue colour)

IV. Example: Red stands for strength.
(Give at least 2 more symbolism for the red colour)

(10 Marks)

Question 2

"Radio, television, film and the other products of media culture provide materials out of which we forge our very identities, our sense of selfhood; our notion of what it means to be male or female..."

According to critical theorist Douglas Kellner, these products of media culture have the power to circulate ideas, convey insightful stories, and inform audiences. Because of this great role, we must understand what messages these products are circulating about women. Discuss if radio, television and other products of media culture convey realities of the world or simply promote normative ideologies about women?

(10 Marks)

End of Page.